

## Part 1 – Agency Profile

### Agency Overview

Idaho Public Television (IdahoPTV) is an entity of the Idaho State Board of Education and holds in the public trust television and related broadcast telecommunication licenses issued and governed by the Federal Communications Commission (FCC). IdahoPTV is a statewide, non-commercial broadcast telecommunication system and new media provider based in the capital city of Boise with additional staffed facilities in Moscow and Pocatello.

IdahoPTV's service to the region began in September of 1965 with KUID-TV, Moscow. Over the next 40 years, IdahoPTV has expanded its reach to include over-the-air broadcast television service to more than 97% of Idaho's population and portions of six adjoining states and Canada through an efficient system of five (5) analog and five (5) digital transmitters and 39 repeaters (translators). In addition, IdahoPTV's signals are rebroadcast under federal guidelines by cable and satellite systems in the region, as well as a rapidly expanding Internet-based distribution system. IdahoPTV's services and equipment have been made possible through diverse funding partnerships from individual contributions, grants from foundations and companies, and state and federal sources.

IdahoPTV is a member in good standing of the Public Broadcasting Service (PBS) and is the only locally owned and operated network television station in Idaho.

IdahoPTV has benefited from the financial support of the Friends of Idaho Public Television, Inc., an affiliated not-for-profit support organization. As directed by FCC guidelines, our constituents are the people of Idaho, as well as those in portions of six surrounding states and Canada. Private donations provide more than 61% of our yearly operating budget, or \$4.3 million from nearly 24,000 individuals, foundations and companies in our rural service areas. State of Idaho support provides approximately 25% of our operating budget and is directed specifically toward the maintenance and administration of the statewide delivery system. The remaining 14% of our operating budget comes in the form of a yearly grant from the Corporation for Public Broadcasting, a private corporation funded by Congress. IdahoPTV's comprehensive audit is conducted yearly by the Legislative Auditor, Legislative Services.

As of July 1, 2008, IdahoPTV is staffed with 57 full-time employees primarily in the network operations center in Boise, with branch facilities in Moscow and Pocatello.

IdahoPTV has developed a reputation for producing award-winning quality television and other electronic media. IdahoPTV provides significant local public service to our viewers and users.

Between the summer of 2007 and late spring of 2008, IdahoPTV distributed nationally *Ribbon of Sand*, which was distributed in April 2008 through the Public Broadcasting Service (PBS).

IdahoPTV produces a number of on-going series including:

*Outdoor Idaho*  
*Dialogue* (weekly, live public affairs program)  
*Idaho Debates* (primary and statewide election coverage)  
*Governor's State of the State Address/*  
*Governor's State of the Budget*  
*Address (live from Boise State*  
*University)*  
*Ron's Picks*

*Idaho Reports* (coverage of the Idaho Legislature)  
*Dialogue for Kids* (educational science program for grade school students)  
*Idaho Legislature Live* (gavel-to-gavel live coverage of the Idaho House, Senate and Joint Finance-Appropriations Committee)  
*INL Scholastic Tournament*  
*Hymns of Thanksgiving*  
*The Buzz on IdahoPTV*

Also produced are other one-time programs including:

*The Idaho Homefront: Of Camps & Combat*  
*Idaho Edens*  
*Lewis & Clark: Crossing the Centuries*  
*Assassination: Idaho's Trial of the Century*

*Idaho: An Aerial Tapestry*  
*West of the Basque*  
*Barbara Morgan: No Limits*  
*Picturing Idaho*

Our community outreach ranges from locally produced events and workshops to children's events such as science and technology workshops, science camps, literacy content and educator workshops.

The staff is led by Peter W. Morrill, General Manager; Ron Pisaneschi, Director of Broadcasting; Phillip Kottraba, Director of Finance; Kim Philipps, Director of Marketing/Development; Rich Van Genderen, Director of Technology; and Sandy Streiff, Director of Communications.

### Core Functions/Idaho Code

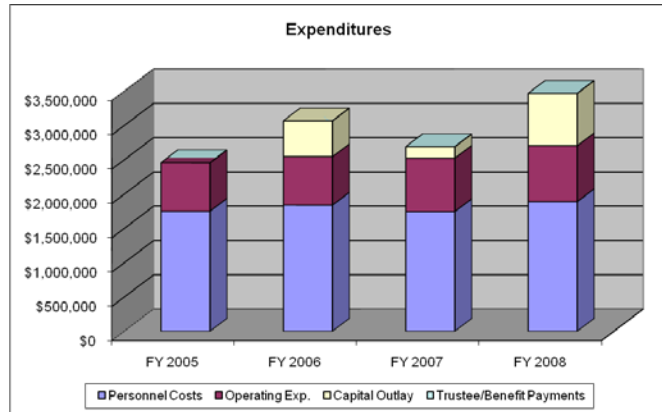
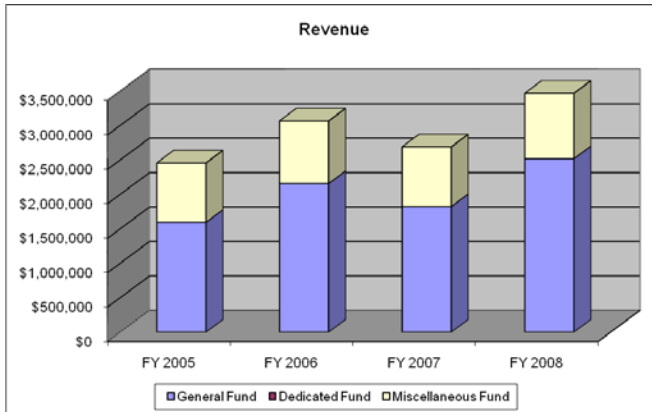
Idaho Public Television is not referenced in Idaho Code. It was created by Legislative Intent within the budget process in 1982 and exists under the regulations of the Federal Communications Commission and the governance of the State Board of Education.

The mission of IdahoPTV is to meet the needs and reflect the interests of our various audiences. We do this by:

- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools;
- Providing quality educational, informational, and cultural television and related resources;
- Creating Idaho based educational, informational, and cultural programs and resources;
- Providing learning opportunities and fostering participation and collaboration in educational and civic activities; and
- Attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

### Revenue and Expenditures

Revenue	FY 2005	FY 2006	FY 2007	FY 2008
General Fund	\$1,595,000	\$2,159,100	\$1,824,200	\$2,518,700
Dedicated Fund	\$0	\$0	\$0	\$0
Miscellaneous Fund	\$861,800	\$907,600	\$865,800	\$949,200
<b>Total</b>	<b>\$2,456,800</b>	<b>\$3,066,700</b>	<b>\$2,690,000</b>	<b>\$3,467,900</b>
Expenditure	FY 2005	FY 2006	FY 2007	FY 2008
Personnel Costs	\$1,750,400	\$1,839,000	\$1,744,700	\$1,890,000
Operating Exp.	\$706,400	\$706,300	\$779,700	\$815,100
Capital Outlay	\$0	\$521,400	\$165,600	\$762,800
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$2,456,800</b>	<b>\$3,066,700</b>	<b>\$2,690,000</b>	<b>\$3,467,900</b>



### Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2005	FY 2006	FY 2007	FY 2008
Channel Hours for Children (under the age of 12)	12,192	13,020	13,102	13,148
Channel Hours for Ethnic Minorities	3,782	5,320	4,951	5,012
Channel Hours for Learners	10,580	11,094	10,722	10,745
Number of Visitors to idahoptv.org	1,546,488	1,623,860	2,035,877	2,543,027
Public Affairs Channel Hours	10,197	12,740	12,912	11,040
Idaho Specific Channel hours	675	2,162	2,937	3,235

### Performance Highlights:

During calendar year 2007 –

- 239 hours of programming that pertained to parenting, of which 107 hours were for Hispanic viewers, aired within the overnight broadcast hours.
- 1,200 attempted and completed phone calls and 979 e-mails from students to scientists on the D4K science call-in show, which airs monthly during the school year.
- 681,161 page views on the D4K Web site during 332,004 visits.
- 800 hours of overnight educational television, including 112 hours of professional development for teachers, as well as resources for K-12 classrooms made instructional materials available to schools throughout the state.
- 976 children contributed entries for the annual Reading Rainbow Young Writers and Illustrators Contest, 36 received a regional certificate for first, second or third place in a grade level, and 1 kindergarten entry took third place in the nationwide contest.
- 191 hours of Idaho-related programming were telecast through IdahoPTV's statewide analog system, with hundreds more also scheduled on the digital system.
- 11 IdahoPTV productions were in national distribution for public television stations.
- 5,840 hours of high-definition (HD) digital television were delivered free over the air in regions of Coeur d'Alene, Moscow, Boise, Twin Falls, Pocatello and Idaho Falls; 8,760 hours of standard-definition television on three digital sub-channels – IdahoPTV Kids, IdahoPTV Learn, IdahoPTV World – were delivered free over the air in the same regions.

During fiscal year 2008, IdahoPTV was awarded 40 national and regional programming awards, which include 8 Emmy nominations.

**Part II – Performance Measures**

Performance Measure	2005	2006	2007	2008	Benchmark
Total Number of Children (under the age of 12) Viewers	85,126	93,589	126,681	110,390	102,000
Total Number of Viewers Per Week	423,150	449,500	494,450	471,200	450,000
Total Number of Idaho Communities Served by IdahoPTV's Free Over-the-Air Digital Signal	*	*	*	96	306
# of DTV-ready translators out of 37 (FY 2005-2007) and out of 39 (starting FY 2008).	3/37	5/37	15/37	21/39	39/39
Descriptive video service hours for those with impaired vision.	11,116	12,869	13,401	15,438	14,800
% of closed captioned shows for hearing impaired and visual learners.	97.1%	98.6%	97.4%	97.4%	98.5%
% of population IdahoPTV digital TV coverage	71.3%	71.3%	73.1%	73.1%	95%

**Performance Measure Explanatory Notes:**

\* This is a new performance measure, which data has not previously been collected.

**For More Information Contact**

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